

## "SI" WRITES "BO" OF GOOD ROADS

Says \$75,000,000 Bank Head Appropriation Should Improve Auto Business.

### TRADE NEEDS BOOSTERS

"Bob" Haskins Leaves Buick to Go with Auburn Pathfinder People. Maxwells Selling Fast.

Dear Bo—Note what you say in your letter of the other day about the way that business has opened up in the South. No doubt it will continue to improve as the roads grow better. The Bankhead good roads bill, passed by the Senate last week, should do a great deal to make the dealer in the South feel good. You know this bill appropriates \$75,000,000 for good roads, the amount to be apportioned among the different States during the next five years. They certainly should be able to improve the road between here and Fredericksburg, Va., with Virginia and the District's share of this fund. Let's hope so, anyhow.

Guess you know that "Bill" Jose is a disciple of Isaac Walton. Of late he has not had much chance to get away to try his hand at fishing. One day last week he and "Bill" Frye arranged a little fishing party up the river. All morning was spent in getting together the necessary fishing paraphernalia and about 1 o'clock they started for their favorite fishing hole, up near Fletcher's. Before they could get off the river a shower came up and drenched them. All they got for their trouble was one little perch that was hardly large enough to take the hook.

The circus was here the first part of last week. Monday morning I dropped in to pass the time of day with "Col" Cliff Long. Asked him if he was going to the circus. He said: "What do I want to go out there for, same old thing; am not going to even walk to the next corner to see the parade." About half an hour later when the parade was going through K street the Colonel was right there with the rest of us looking at the animals and other things that go to make up their street show.

Lawrence Gimmell was telling me the other day about some 30x7 Goodyear pneumatic tires that they had just put on the rear wheels of a big eight-wheel car. Afterward he took me down town in that jitney they have at his office and showed them to me. Biggest thing in the way of pneumatic tires that I have ever seen.

Did I tell you that "Bob" Haskins has left the Buick people. Been with them a long while, but resigned a week ago to take a position with the Auburn Pathfinder Sales Company who handle the Auburn and Pathfinder cars here. No doubt we will hear from "Bob" in the increased number of these cars that will shortly be running around the streets.

Was in giving Wade Pettit the once over the other day. He is manager for the Mutual Owners Association, who have opened up an automobile supply

THE LIBRARY OF CONGRESS, as viewed from the House Office Building. The structure was erected at a cost of \$6,347,000 and was opened to the public November, 1897. It contains the largest collection of books on the western hemisphere. With its thousands of volumes of books, and magazines, and newspapers, it offers educational opportunities unparalleled in the western world.



house on Pennsylvania avenue. Tells me that he has no complaint at all to make on business. You remember him, no doubt; he was with the White company for about four years selling trucks.

Wilmer Trew was smiling all over himself the other day when I was in there. They had just unloaded thirty-nine Rogers and Oakland and he said "Well, I hope that for a little while, at least, we will not have to spend all our time explaining just why it is that we have been unable to receive cars from the factory as per schedule." First time this season they have had any cars on hand.

Dropped in on "Joe" Wells one afternoon not so long ago and happened to mention something about the lower river. "Joe" has a yacht and is a most enthusiastic waterman. From his talk guess he knows every fishing hole on the river. Will tell you more about this later in the season after he has made a few trips to these fishing points he speaks of.

Roy Livingston is away on the Retail Merchants Boosters trip and I will be willing to lay a little bet that every one aboard that boat knows something about flood tires before they get back. Roy has the art of talking about his goods on opportune occasions without boring his audience with sales talk.

Speaking about the Retail Merchants Boosters there are some in the

trade who could well stick that word booster in the back of their head and eliminate the word knocker, which now rests there. Unfortunately these few are unable to see any merit in the other man's product or method of doing their competitor's car. To my mind this is not good salesmanship. I have always imagined that if one's own product had any merit that it would take all one's time to properly explain it. Perhaps I am mistaken.

Royce Hough asked a question the other day you may be able to answer. A prospect had just been in to look at a Scripps Booth and had put his hands all over the body. Imagine he thought the paint would rub off. Royce wanted to know why it was that most everyone who comes into an automobile dealership put his hands on the paint. If they go into a piano or furniture house they do not handle the goods and a motor car has just as high a finish on it as the finest piece of furniture or the best piano.

Bruce Emerson was telling me the other day that they hope to be able to get into their new place on M street in about a month. The third floor has now been put up and workmen are busy putting up the partitions for the showroom on the first floor and building the side walls. What Bruce is most interested in is to get the second floor finished so the elec-

tricians can install the charging stations. This floor is to be given over entirely to electric.

"Dick" Israel bought a Sir Henry the other day and is spending all his spare time trying to disassemble it. First he put on Miller tires and now he is remodeling the body. He hopes some day to make the machine complete by equipping it with a top and windshield. Incidentally he expects to make a trip through Virginia next week. Suppose that it will be in this car.

Dan Hale, of the Record Auto Company, though he is now selling Saxon automobiles, could not resist the attraction of the horse show last week. He was over there every chance he got. You know with his father, who is one of the members of the firm of the Record Auto Company, he used to be numbered among the exhibitors at the local show. Incidentally, they took back to Nokesville, Va., where their farm is located, a large number of blue ribbons each year.

Oh, say, you have not seen Ed Paegle, of Jones & Kessler, on his new motorcycle yet. It is one of the new kind, very light. Cannot remember the name of it, but to quote him it is big enough to take him everywhere that he wants to go. To be sure, it is equipped with G. & J. tires, and Ed hopes that before another year rolls around that it will grow into an automobile. Perhaps it will.

Here's how fast Burton Leary is selling Maxwells. The other day he asked his salesmen, consisting of his brother, Whitney Leary, Joiner and Chisholm which one could go out right away to call upon a prospect that he had just gotten. All agreed that they had an hour or so before time to keep an engagement. He suggested that they draw lots for the prospect. While doing so a man walked into the showroom. Chisholm walked over to see what he wished, and before the other two had decided who should have the prospect that Burton was to turn over to the lucky one, Chisholm had sold a car.

"Ben" Zimmerman's place instead of being a service station for Stewart-Warner products these days sounds more like a music hall. Every one that comes in feels it is incumbent on them to try the Stewart phonograph. Result it is going most of the day.

Irving Donohue has a novel advertisement attached to one of his show cases. It is a miniature Gabriel Snubbers. One side is cut away to show the snubbing action of the spring. It certainly is an effective advertisement.

Saw Joe Gullit the other day for the first time in a long while. You certainly have not forgotten Joe. He was service manager for the Old Zell Motor Car Company almost from the day they opened. He now has a service station of his own at Fourteenth and V streets and says that if he had any more work coming in he would not know how to take care of it.

The Miller Brothers, Claude and Charles, have their business nicely divided. Claude spends his time at the H street salesroom and looks after the car selling end of the business, while Charles spends his time over at the service station and sees that it is up to the Miller idea of service. In addition he looks after the wholesale end.

Let me hear from you when you get a chance. Give me an idea of how some of those Virginia roads are as perhaps I may have occasion to direct some one south of Alexandria at some date not very far in the future.

Good night, "SI."

### SOLID TIRES CARRY BURDENS OF U. S. ARMY

Gibney Representative Calls Attention to Excellent Work of Motor Trains in Mexico.

At this time when the eyes of the country are centered upon the doings of the American army engaged in the pursuit of Villa in Mexican territory, every detail of equipment is coming under the closest scrutiny of the experts as a guidance for the future.

Great stress is being laid upon the performances of the fleets of motor trucks carrying the thousands of tons of supplies inland over the sandy desert and mountain trails of northern Mexico, and J. Edward Chapman, local representative for Gibney solid tires, calls attention to the wonderful part played by solid tires in the performance of these up-to-date methods of transportation and communication.

"As man in the stone age—as the horse, the ass, the mule, the elephant, the llama and the camel have been the burden bearers from the vistas of time, so Gibney solid tires are the actual burden bearers of the commercial truck period."

"It is the tire that makes the truck possible by forming the cushion between the power plant, the weight of vehicle and load and the roadway and no one studying the modern problems of transportation can overlook the wonderful part being played by solid tires be it on Mexican or European battlefields or in every day street traffic."

### Never Speed in New Car.

Never speed in a new car. All motors are given workouts on the blocks at the factories, but the car in your hands should be kept within a speed of twenty miles an hour or less during the first few weeks you have it. The moving parts are more or less tight when the car is new and they should not be thrown into violent operation until they have had time to "set" with one another and become well lubricated. It is for this reason that racing cars usually show better speed their second year out.

### Loosen Battery Connections.

Always loosen one of the storage battery connections before you attempt any repairs on any part of the electrical apparatus.

### Chamois As Filter.

A chamois skin will catch any water in gasoline while permitting the gasoline to flow freely into the tank. In these days of gasoline costs it is wise to employ the chamois. Care should be taken to keep the funnel in direct contact with the metal of the tank at all times while gasoline is pouring through. It has been discovered that static electricity may be developed by the chamois, with a remote possibility of an explosion, if the funnel is held away from the tank open.

### Tighten the Windshield.

That "cricket" you hear in the air and which you cannot put your finger on definitely may be in the windshield. Keep the windshield tightened up now and then or it will produce squeaks and rattles that will defy detection.

## AUTOS BEST JUDGED BY ACTUAL RESULTS

Best Advertisements for a Car Is the Praise of Persons Who Own and Run the Make.

One of the first questions the prospective automobile purchaser of today asks of a dealer is, "Who are some of those now driving your car?" An automobile is largely judged by the company it keeps. How often one hears a man say in speaking of his automobile just purchased, "Of course, they are all good, but I bought my 'Speedalong Special' because my friend John Harris owns one and is well pleased with it. He has had a lot of cars and ought to know what's what."

After all is said, this method of judging a car on user's opinion is logical, for users base their opinions upon actual results attained in service and not by what are told them by over-enthusiastic salesmen.

Bruce Emerson, of Emerson & Orme, distributors for the Detroit Electric, recently said to a prospective purchaser: "If the lines and general appearance of the Detroit Electric please you particularly, the opinions of our customers will be the final clinching argument in favor of the Detroit." and with this remark, a list of customers was presented containing the names of many highly respected authorities in the city.

"Those who have actually investigated this Detroit Electric owner's list, have a number of interesting opinions, some of these differing widely, according to the automobile requirements of owners interviewed. The shrewd business man owner will tell you that as an economical automobile the Detroit Electric excels. The physician or surgeon owner will say that from a viewpoint of reliability and instant availability, winter or summer, the Detroit Electric excels. The chauffeur owner will tell you that from a viewpoint of beauty, elegance and prestige, the Detroit Electric excels.

The elderly woman owner will mention the ease of operation and serviceability for the entire family, the Detroit Electric excels. The one point of merit which seems to be common to all is that the inspection of service offered to Detroit Electric car owners is unusually comprehensive and valuable."

Do Not Let Mud Cake. Wash your car immediately after it has made a trip through muddy going. Do not let mud cake and dry on it. To do so will destroy the luster of the finish more rapidly, and neglect in this way will also count against you in money when you have the car repainted, for it will make a repainting cost you more.

## HERALD AUTO DIRECTORY

CONTAINING THE NAMES AND ADDRESSES OF THE WASHINGTON DEALERS IN WELL-KNOWN PLEASURE AUTOMOBILES, MOTOR TRUCKS, ACCESSORIES, AND SUPPLIES.

Herald readers who fail to find in this feature what they desire or who want any further information about the cars or dealers listed below will receive this information by clipping and mailing the coupon below.

### GASOLINE CARS.

AUBURN-PATHFINDER—AUBURN AND PATHFINDER SALES CO.—643 Maryland av. ne. Phone Lincoln 1534.

CADILLAC—THE COOK & STODDARD CO.—1123 Connecticut av. Phone N. 7810.

CROW ELK-HART—CROW MOTOR SALES CO.—819 12th st. nw. Phone Main 1136.

EMPIRE—D. F. PYLE—1101 Fourteenth st. Phone North 255.

GRANT SIX—EDELLEN BROS. MOTOR CO.—W. J. McLean, Manager. 1812 14th st. Phone N. 208.

JEFFERY—HURLEY & EARLY, INC.—1220 Connecticut av. Phone N. 5924.

MAXWELL—H. B. LEARY, JR.—1321 Fourteenth st. Phone North 4434.

METZ—CARTER CAR SALES CO.—1333 Fourteenth st. Phone North 1302.

PACKARD—THE LUTTRELL CO.—1214 New Hampshire av. Phone West 985.

PIERCE-ARROW—FOSS-HUGHES CO.—1141 Connecticut av. Phone North 3402.

PULLMAN-KING—WM. BARNHART & CO.—1707 Fourteenth st. Phone North 136.

REO-OAKLAND—SMITH-TREW MOTOR CO.—1337 Fourteenth st. Phone N. 510.

SAXON—RECORD AUTO CO.—631-3-5 Mass. av. n.w. Phone Main 23.

STUDEBAKER—THE COMMERCIAL AUTO SUPPLY CO.—819 Fourteenth st. Phone Main 2174.

STUTZ—TILGHMAN & OWEN—1529 M st. Phone North 331.

STEARNS—POTOMAC MOTOR CAR CO.—1126 Connecticut av. Phone North 2000.

VELIE—FOSS-HUGHES CO.—1141 Connecticut av. Phone North 3403.

TRUMBULL—NATIONAL MOTORISTS ASSN.—Sixteenth st. and Park road. Phone Columbia 5422.

### ELECTRIC CARS.

BAKER-RAUCH-LANG—BARTRAM ELECTRIC GARAGE. 1204-08 New Hampshire av. Phone West 458-459.

DETROIT—EMERSON & ORME. 1407 H st. Phone Main 7695.

MILBURN—MILBURN SALES CO.—1226 Connecticut av. Phone North 2000.

### MOTOR TRUCKS.

KOEHLER—CROW MOTOR SALES CO.—819 Twelfth st. Phone M. 1136.

HUDFORD TRUCKS—WASHINGTON HUDFORD CO.—Service station near 1310-12 L st. n.w. Phone M. 1782. Night phone M. 5151.

### TIRES.

HERRIMAN, YOUR TIRE MAN. Vermont av. and L st. Phone M. 4071.

SILVER STAR TIRE WORKS—Two old tires makes one good tire. Let us do your work. We know how. There is a difference. 1823 14th st. n.w. Phone North 2526.

DIAMOND TIRES—The new velvet rubber. National Electrical Supply Co. 1230 New York av. Phone M. 6880.

FIRESTONE TIRE AND RUBBER CO.—Most miles per dollar. 824 Fourteenth st. Main 2287.

MILLER TIRES—"GEARED TO THE ROAD." THE CIRCLE TIRE CO. (INC.). 1214 Fourteenth st. Phone N. 5516.

SWINEHART TIRES—Pneumatic and solid. Our prices are right. 425 New Jersey av. Lincoln 75.

LE ROY LIVINGSTON—Hood Tires. 1621 Fourteenth st. North 1246.

THE CREW-GOUCHER CO.—"We can please you and we will." Pennsylvania Vacuum Cups. 1620 Fourteenth. North 6003.

### TIRES.

JONES-KESSLER RUBBER TIRE CO.—TREAD TIRES—MARATHON. 602 and 612 E st. Phone N. 1041. 1521 14th st. Phone N. 4509.

WILSON-GOUCHER TIRE CO.—Tires and Repairs. 705 Fourteenth st. North 3751.

### ACCESSORIES.

ZENITH CARBURETTERS—FEDERAL TIRE. FEDERAL AUTO SUPPLY CO. 476 Penna av. Phone M. 2445.

AUTO SERVICE CO.—"Supplies of all kinds." 1946 New Hampshire av. North 612.

B. F. ZIMMERMAN—Stewart-Warner Service Station. 1217 1/2 Fourteenth st. North 2009.

BOYCE MOTOMETERS—GABRIEL SNUBBERS—Service Station, 1215 14th st. Phone N. 2746.

NATIONAL ELECTRICAL SUPPLY CO.—"Everything for the car owner." 1320 New York av. Phone Main 6800.

RECORD AUTO CO.—631-3-5 Mass. av. Phone Main 23-24.

UNION GARAGE—Supplies—day or night. G st. between Sixth and Seventh. Main 8596.

VULCAN AUTOMOBILE GOODS—14th and F sts. Phone N. 720.

### TOPS AND SEAT COVERS.

ACME AUTO TOP CO.—"Washington's Foremost Auto Top Co." 1421 Irving st. Phone Col. 5276.

### LAMPS AND RADIATORS.

WASHINGTON RADIATOR & FENDER COMPANY—Fenders, Radiators, Lamps, Drip Pans, Gas Tanks, Etc. 2015 Fourteenth st. Phone N. 951.

MOORE & CO.—Auto Lamp and Radiator Doctors. Auto work guaranteed. 206 John Marshall Place. Phone M. 1648.

### INFORMATION COUPON.

Herald Automobile Directory.

Please send me the following information:

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Your name.....

Your address.....

Or telephone Main 3300 and ask for Auto Department.

# Maxwell

Touring Car  
\$655



Roadster  
\$635

## The Low Cost of Driving

Even at the present high prices of gasoline and tires, Maxwell owners are paying less for their comfort or luxury than their neighbors did a year ago.

It's odd that the Maxwell—one of the easiest cars to buy—should also be the easiest to maintain. Maxwell economy is more than a claim—it's a proven fact.

Think of driving 44 days and nights at an average of 500 miles a day—22,000 miles—without once stopping the engine, with no repairs or readjustments, and with a trip record of 22 miles to the gallon of gasoline.

That's exactly what a Maxwell stock car did when it established the World's Non-Stop Mileage Record last January.

Why not begin driving your own Maxwell right away?

Phone us or come in, but do it today. Unless there is an improvement in the freight car situation we are going to have trouble getting cars. Moreover, eleven other cars have been advanced in price and the Maxwell factory refuses to guarantee that we will not have to do likewise. This is the "word to the wise."

## H. B. LEARY, Jr.

1321 FOURTEENTH STREET.  
Phone N. 4434. Washington, D. C.